Union Secretary Shri Sudhansh Pant Visits Shilp Samagam Mela in Guwahati; Reviews Artisans' Stalls and Ministry Pavilion

75 Artisans, Including 31 Women, Showcase Traditional Handloom and Handicraft Products; Mela Strengthens Market Access and Promotes Socio-Economic Empowerment

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Shri Sudhansh Pant, Secretary, Ministry of Social Justice and Empowerment, visited the Shilp Samagam Mela, at Farm Gate, Khanapara, Guwahati, the State Capital of Assam.



The Secretary toured and inspected the participating artisans' stalls and the Ministry Pavilion.



The ongoing Shilp Samagam Mela (SSM) 2026 in Guwahati continues to attract visitors, providing a vibrant platform for traditional artisans to showcase and sell their handloom and handicraft products.



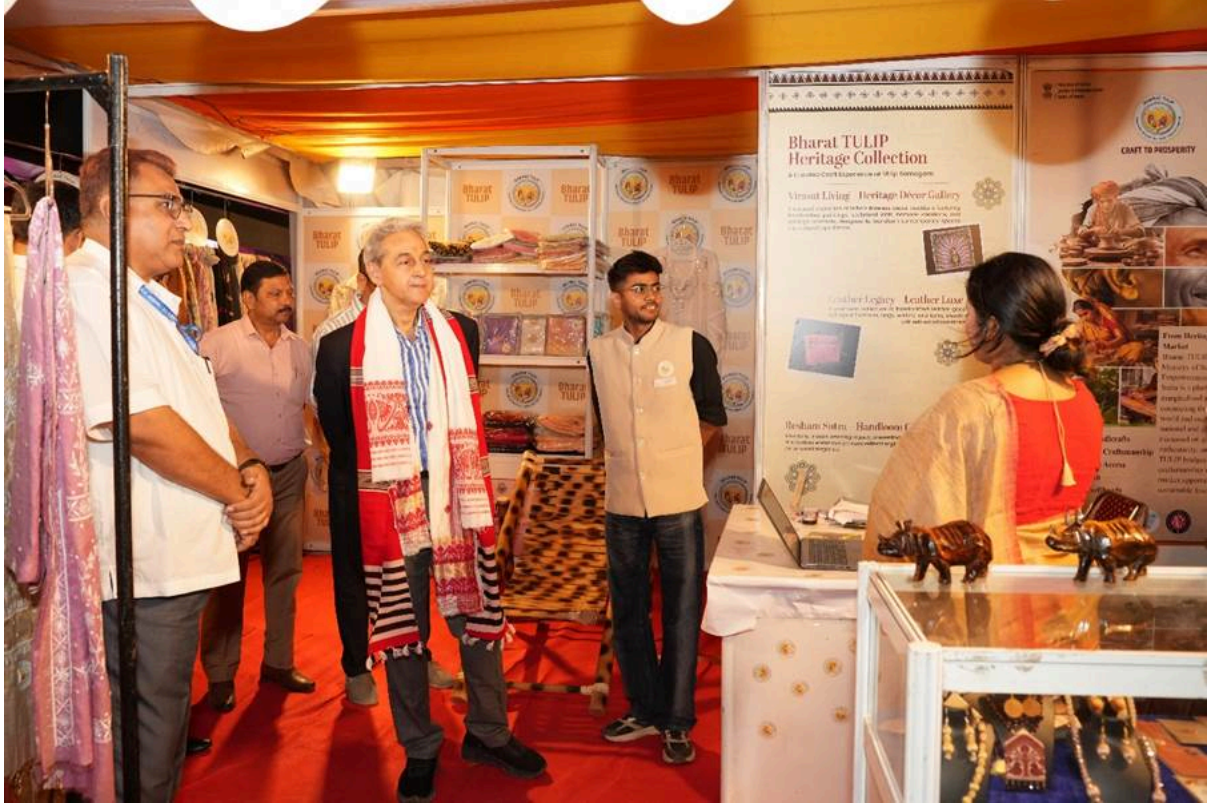
During his visit, the Secretary viewed the diverse range of traditional products on display and interacted with the artisans, gaining insights into their craftsmanship, products, and market opportunities.



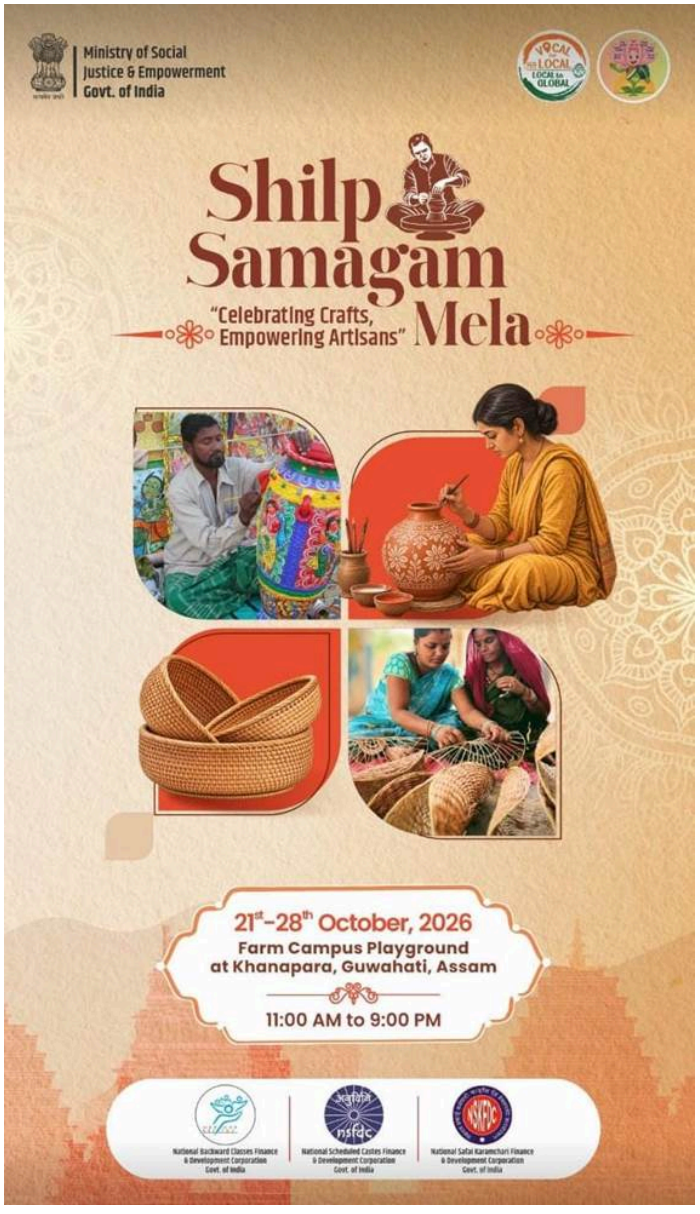
He also visited the Ministry Pavilion, where information on the Ministry's welfare, financial assistance, and development schemes is being disseminated to visitors through displays and informational material.



Organised by the Ministry of Social Justice and Empowerment, Government of India, the eight-day Mela commenced on October 21 and will continue until October 28, tomorrow.



The Mela is open to visitors from 11:00 AM to 9:00 PM and provides artisans with opportunities to connect directly with consumers, generate income, and explore avenues for expanding their businesses.



The Guwahati edition is the second Mela in the Shilp Samagam Series for the financial year 2026–27, following the successful conclusion of the first edition at Dasara Exhibition Grounds in Mysuru, Karnataka, on October 19, 2026.

Speaking on the occasion, Shri Pant said the initiative promotes the economic empowerment of artisans belonging to Scheduled Castes (SCs), Other Backward Classes (OBCs), Safai Mitras, and Denotified Tribes (DNTs), in line with the vision of Hon'ble Prime Minister Shri Narendra Modi guided by the doctrine of *'Sabka Saath, Sabka Vikas'.*



The Secretary said a total of **75 artisans**, including **31 women artisans**, are participating in the Guwahati Mela, showcasing approximately **40 varieties** of handloom and handicraft products. The exhibits reflect India's rich artistic traditions, indigenous skills, and regional diversity, with participation from the North-Eastern States and other parts of the country, he further said.



Shri Pant said the Mela provides artisans with a dedicated platform to display their products, engage directly with customers, and receive feedback on their offerings.



He said direct consumer interaction helps artisans understand market preferences, establish customer relationships, and identify opportunities to expand their reach. This initiative seeks to strengthen the connection between traditional craftsmanship and contemporary markets, enabling artisans to convert their skills into sustainable livelihood opportunities while preserving India’s rich cultural heritage, he added.



A Senior Official in the Ministry said the daily cultural programmes featuring local and other artists, including music and dance performances representing the North-Eastern States, are adding to the Mela's appeal. said.







He said the performances provide visitors with an opportunity to experience the region’s cultural traditions alongside the country’s diverse handicrafts and handloom products. The cultural programmes are also being livestreamed to extend their reach beyond the physical venue, he said.



The Official said a dedicated Ministry Pavilion has been established at the Mela to disseminate information about the welfare, financial assistance, and development schemes of the Ministry of Social Justice and Empowerment. The pavilion also showcases schemes and programmes implemented through the Ministry's three National Corporations, enabling visitors to learn about the assistance and support available to eligible beneficiaries, he said.



The Official further informed that LED displays have been installed at the pavilion to screen informational content on the Ministry's schemes and programmes. The initiative aims to enhance public awareness of government interventions supporting social and economic empowerment, entrepreneurship, and livelihood generation.

The pavilion complements the Mela's market-oriented activities by bringing information about government schemes directly to visitors, including artisans and members of eligible communities who may benefit from these interventions.

The Official said a key focus of Shilp Samagam Mela is the promotion of **BHARAT-TULIP** (Traditional Artisans' Upliftment Livelihood Programme), which seeks to facilitate the marketing of products made by artisans belonging to the target groups through physical outlets and e-commerce platforms.



By supporting access to wider markets and digital sales channels, the initiative aims to expand customer outreach, strengthen market linkages, and create additional opportunities for artisans to improve their earnings, he said.



The Official said it also supports the continued promotion of traditional arts and crafts by connecting artisans and their products with evolving consumer markets. Through direct sales, consumer interaction, and exposure to a wider audience, the Mela encourages artisans to strengthen their entrepreneurial capabilities and explore opportunities for sustained business growth, Official said.



Shilp Samagam Mela is an important initiative of the Ministry of Social Justice and Empowerment to provide marketing support to artisans and beneficiaries associated with its three National Corporations: the **National Scheduled Castes Finance and Development Corporation (NSFDC)**, the **National Safai Karamcharis Finance and Development Corporation (NSKFDC)**, and the **National Backward Classes Finance and Development Corporation (NBCFDC)**.



By combining market access, public engagement, cultural promotion, and information dissemination, Shilp Samagam Mela seeks to strengthen entrepreneurship and facilitate sustainable livelihood opportunities for eligible communities. The visit of Secretary Shri Sudhansh Pant underscores the importance of providing artisans with platforms to showcase their skills, connect with consumers, and explore opportunities for economic advancement.



Through initiatives such as Shilp Samagam Mela, the Ministry continues its efforts to enhance the visibility of traditional products, promote market linkages, and support the socio-economic empowerment of artisans while preserving India's rich handloom, handicraft, and cultural traditions.

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